

00301

CERTIFICATE IN ENTREPRENEURSHIP

Term-End Examination

June, 2012

CIE-04 : ENTERPRISE MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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- Note :** (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*
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1. (a) Define marketing and enlist the major objectives of marketing.
(b) Differentiate between marketing and selling.
2. What is a 'product' ? Explain the different classifications of product giving suitable examples.
3. What are the major components of promotions mix ? Explain giving suitable examples.
4. What is salesmanship ? Explain the basic features and importance of salesmanship.
5. Explain the various constraints and challenges for rural marketers.

6. What is Human Resource Management ? Explain its various functions.

 7. What do you understand by the term 'Technology' ? Explain the importance of technology for an enterprise.

 8. Write short notes on *any two* of the following :
 - (a) Customer Relationship Management (CRM).
 - (b) Personal Selling Skills.
 - (c) Value Added Tax (VAT).
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